



January 4, 2024
Granby Fire Station
3:00-5:00 pm

Board Members Present: Ron Ellis, Dave Huber, Jennifer Brown, Kristen Spronz, Cheryl Spezia (Zoom), Ken Fosha, Joanna Whitemarsh, Nancy DuLac, Elizabeth Brumm, Rebecca Bierden (Zoom)

Also PRESENT: Gaylene Ore, Paula Isakson, Carrie Tomlinson (Miles Media), Dave Santucci (Mission2Market Business Consultant), Gillian Butler (Rocky Mountain Folk School), DiAnn Butler (Economic Development Grand County), Brittany VanderLinden (Chamber Director Kremmling), Sarah Cichon (Chamber Director Granby), Emily Hagen (Chamber Director Grand Lake), Lisa Bornfield (Chamber Director Hot Sulphur Springs), Katy Hale (Executive Director Grand Beginnings), Catherine Ross (Chamber Director Winter Park), Diana Lynn Rau (President Grand Nordic Ski Club), Ryan Wilson (Executive Director KFFR), Ashley Bobo (Executive Director Grand Kids), Anja Kliss (Site Director Grand Kids) Greta Fosha

CALL TO ORDER - RON ELLIS at 301 pm

Elizabeth Brumm 3:02 pm arrival

ELECTION OF NEW OFFICERS

New 2024 officers were elected.

- Kristen Spronz President
- Ron Ellis Vice President
- Nancy Dulac Secretary & Treasurer

Ken Fosha motioned to accept the nominations, Joanna Whitemarsh second. The motion carried unanimously.

AUDIENCE PARTICIPATION

-Katy Hale - Grand Beginnings Executive Director

Katy Introduced Grand Beginnings & Current Issues

1. Not enough capacity for care for children in Grand County (mentioned that this is also a national and state issue).
2. Childcare cost is an issue for local families.
3. It is expensive to run a childcare facility. The prices charged do not meet the costs of running a childcare facility.
4. Often families leave Grand County or do not move to the county due to lack of childcare.

Katy Reviewed Strategic Goals

1. Early Care and Education Environments work force
2. Mental and social health
3. Family education and support

APPROVAL OF MINUTES - December 2023

Minutes were approved. Minor edit, need to correct Elizabeth Brumm's last name. One of the m's was left out.

APPROVAL OF INVOICES BY FINANCE COMMITTEE

Gaylene reported that the Finance Committee approved \$74,870.86 of expenditures for the month of December.

BOARD COMMITTEE REPORTS

Nancy DuLac arrived at 3:20 pm

-FINANCE COMMITTEE (RON ELLIS)

- Ron reviewed the 2024 balance sheet and budget with the board
- He noted that we might need to use part of our reserves to cover the budget due to lower taxes received in 2023 thus far.
- Ron reviewed what amounts are budgeted for district grants.

- He mentioned that if we want to spend more than requested, we would need to ask the county for a revision.

-APPOINT COMMITTEE MEMBERS

- Ron asked if anyone was interested in joining the finance committee.
- The committee meets quarterly to go over budget to prepare budget for coming year.
- Rebecca and Ron both volunteered to be on this team

-MARKETING COMMITTEE

No discussion moved into Miles Media

MILES MEDIA UPDATE (CARRIE)

Carrie highlighted work done in 2023

- Discussed: website build, community outreach with google workshop.
- Reviewed: social media highlights, search engine marketing, media spend, website trends.
- Newsletters have 146K subscribers with a CTR of 3K.
- Branding updates: focus on grand adventure, independent Western spirit, respect for nature, sustainable growth.
- Shared Ad examples carry on themes of branding.

New website:

- Businesses are now able to add their own business and event listing.
- Focuses on promoting towns and responsible tourism messaging.

Carrie reviewed the 2024 scope of work that Miles Media will do this coming year.

INTERIM EXECUTIVE DIRECTOR REPORT (GAYLENE ORE)

Gaylene reviewed work done this month •

Worked on and finalized the social media contract.

- Attended CADMO meeting.
- Met with Dave Santucci as part of the CTO Grant award consulting services.
- Met with the BOCC to discuss HB1117
- Working on the boards first annual report

OLD BUSINESS

2024 Strategies: Gaylene to share spreadsheet at our next meeting on layout of 2024 Strategies.

Cheryl discussed Bill C (Short Term Rental Plan). Plan states that if homeowners rent their home over 90 days, they will be taxed as a commercial entity not a private entity. It looks like bill is moving forward. There is a meeting next week to discuss the bill. Meeting will occur with Julie McCluskie and other members. Cheryl will be attending the meeting and volunteered to represent the board. The meeting date Tuesday January 9 at 2 pm.

NEW BUSINESS

BOCC Meeting 12-12-23:

Ron gave an update on the meeting with BOCC. Mentioned that the ballot measure next fall will change lodging tax from 1.8 - 2.0% and then reallocate a portion to go toward childcare, affordable housing etc. Not sure of the tax range BOCC will move to new purposes. So far 2023 taxes are less than 2022. Wondering if a marketing district could be an option.

Next meeting March 6, 2024 BOCC – Time to be determined

Dave Santucci/Marketing District

As a tourism board and statutory county - we only have two tax options. Limited to 2% with county lodging tax.

Dave reviewed what a marketing district is:

- Unique to Colorado - like business improvement district
- Ok to generate revenue beyond 2%
- Keep tourism fully funded
- Can draw district to not include certain areas
- Lodgers need to petition BOCC
- BOCC sends to voters to approve. If approved, a new district is established to collect tax and a new board is formed.
- Other areas that have marketing districts: Alamosa, Estes Park, Gunnison, Moffat, Steamboat Springs and Vail.

Dave reviewed the benefits.

Gaylene, Ron, Kristen and Dave will get together to discuss the marketing district.

Countywide Grants

1. KFFR Marketing for the Sound of Grand County Grant Request - Presented by Ryan Wilson
2. Grand County Nordic Grant Request - Presented by Diana Lynn Rau

ADJOURN MEETING

Nancy motioned to adjourn the meeting, Elizabeth second. The motion carried unanimously. The meeting adjourned at 444 pm.

GRANT REQUESTS TO FOLLOW

Kristen resumed the meeting at 5:17 pm

Ken motioned to approve the grant for KFFR for \$5000.00, Elizabeth second. The motion carried unanimously.

Dave motioned to approve the grant for Grand Nordic at \$16,515.00, Ken second. The

ADJOURN MEETING

Nancy motioned to adjourn the meeting, and Joanna second. The motion carried unanimously. The meeting adjourned at 5:28 pm.

Next Meeting:

February 1

Location: Granby Library Chamber